

MASS. HS 50.103: 993/Winter ✓

Prevention Works!

News of the Massachusetts Children's Trust Fund Volume I, Winter 1993

The Massachusetts Children's Trust Fund (CTF) is a public-private partnership whose sole purpose is to mobilize all segments of the community to prevent child abuse and neglect by strengthening and supporting families. Created by state law in 1988, CTF is charged with implementing Massachusetts' child abuse prevention plan.

Welcome to *Prevention Works!* As the Children's Trust Fund continues the work of building support for child abuse prevention, we are excited about including you in the process through our newsletter.

The serious problem of child abuse and neglect continues to impact the lives of children throughout the Commonwealth. CTF is dedicated to developing strategies that effectively decrease child abuse by educating and supporting children and families. We are inspired by the providers and families that participate in our programs and we plan to share their stories with you. Also, we are actively involved in building coalitions for abuse prevention, and look forward to telling you about our partners in this arena. There is much work to be done; we see this newsletter as a further step towards preventing child abuse by informing you of the strategies, research and successful programs that currently exist.

We look forward to your feedback and suggestions!

Sincerely,

Suzin Bartley
Executive Director

Ed Bailey
Board Chair

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SUPPORTING MASSACHUSETTS' FAMILIES

Neonatal Home Visiting — Helping Families Grow Strong

One of the Children's Trust Fund's primary goals is to ensure a statewide voluntary neonatal home visiting program for all families in Massachusetts.

CTF believes that all families should be supported in their caretaking role, especially at the exciting *and* stressful time of the birth of a new child. Research has shown that providing educational and support services to parents at the time of a baby's arrival significantly reduces the risk factors associated with child abuse and can actually prevent it.

Since last spring, CTF has convened meetings of the Massachusetts Healthy Families coalition. A vision of a network of statewide neonatal home visiting programs is emerging from these meetings. Organizations represented on the Massachusetts Healthy Families task force are:

- Mass. Department of Public Health
- Mass. Society for the Prevention of Cruelty to Children
- Mass. Committee for Children and Youth
- Mass. Department of Social Services
- Mass. Academy of Pediatrics
- Mass. Parent Aide Association
- Maternal Parent-Child Health Coordinators
- Cambridge Kids' Council

During April, Child Abuse Prevention Month, CTF will sponsor symposia and other events that will focus on this important family support strategy.

Empowering Children — and Their Teachers

During 1992-1995, CTF will make available to every elementary school in Massachusetts materials and training to implement *Kids and Company: Together for Safety*, a child assault prevention program. This curriculum provides children and families the opportunity to understand and practice important personal safety skills that can help protect children from abuse.

Digital Equipment Corporation provided CTF with a grant to pilot the *Kids and Company* program in 17 schools. The program has received rave reviews from parents, teachers and administrators. In the words of David L. Flynn, Superintendent of the Marlboro Schools, "Our teachers and parents have rated it with excellent marks, and the children have put it to good use."

Kids and Company is provided at no cost to participating schools. The grant includes curriculum materials and extensive training for school personnel, including: identification of child maltreatment, reporting suspected cases of abuse and neglect, handling disclosures of abuse by children, and an overview of comprehensive prevention education.

Kids and Company is managed by the Lipton Center in Clinton, MA. Questions about the program can be addressed to Liz Tapper at (508) 537-6039.

ILIES

A Little Grant Goes A Long Way

For the second year, CTF is providing small grants to communities for programs that support families with children from birth to five years of age. One example is the Parent to Parent project in Cambridge. This program was conceived and developed through a CTF grant to the Cambridge Council for Children in 1991. In collaboration with Cambridge Family and Children's Services, the Council provided trained volunteer mentors to families who have been homeless, helping them through the relocation and stabilization process in a new home and community.

That initial collaboration has expanded to eight Cambridge agencies and the project has received major funding from the City of Cambridge and from private foundations. The following story illustrates its effectiveness:

At the time of her match with a mentor, Jackie had recently resettled in Charlestown. She was interested in further employment training but did not know how to organize her life to make that happen. In addition, she was threatened with a 51A (reporting her for suspected child neglect) for leaving her handicapped three-year-old daughter alone while she did errands.

Thanks to the patience and diligence of a very dedicated mentor, Jackie has found respite care, early intervention services and a special needs school for her daughter. She was also able to arrange child care for her older boys and plans to complete a health services training course at Bunker Hill Community College. Jackie's mentor helped her to learn to think through her needs, plan ahead, and to patch together the services and supports she needs to move ahead in her life.

Project Director Hap Tierney wrote recently, "The Children's Trust Fund provided the first seed money for the Parent to Parent project and gave us hope that, even in times of scarce resources, we could make the project a reality." CTF has recently awarded a second grant to the Parent to Parent program to establish a parenting education and support group for Hispanic women who are or have been homeless.

With thanks to Kay Orsatti and Marcia Pomerance for their help and expertise in producing this newsletter.



Getting the Message Out



WZOU Sends Prevention Messages Over the Airwaves

WZOU disc jockeys spent the week of December 14th playing tunes, entertaining their listeners, and presenting public service announcements about preventing child abuse. From a display window of Jordan Marsh at Downtown Crossing, WZOU broadcast information about the need for prevention in our state. Disc jockeys



interviewed abuse survivors, human service professionals and CTF staff. Governor Weld and his wife Susan Weld, a CTF Board Member, presented citations to WZOU and CTF for this collaborative effort to increase public awareness.

CTF Invites Community Leaders to Learn More About Prevention Efforts

An important part of CTF's work is to provide information and technical assistance to others working to prevent child maltreatment. Toward that end, CTF hosted a community breakfast in October for over 50 people representing a variety of statewide organizations. Attorney General and CTF Board member, Scott Harshbarger, delivered the keynote speech. Harshbarger urged participation and collaboration between all sectors of society, saying "only multi-disciplinary solutions will work." Organizations such as the Kiwanis, the Junior League of Boston, and The American Association of Retired Persons presented examples of their work on behalf of families and children.

CTF Goes Video

In December, 52 students at the Hallmark Institute of Photography were asked to present topic proposals for the class project. John Halloran, a retired Cambridge Police Officer, proposed child abuse prevention and talked about the abuse cases he had investigated. Halloran suggested to the class that CTF's prevention efforts would be a positive angle from which to cover the subject. His classmates agreed and nominated his proposal for their three month audio-visual presentation project.



While the students prepare to take photographs, Halloran has been shoring up resources to produce the video. Hallmark Institute President George Rosa has already committed the school's resources to the project. Halloran was also successful in getting Cornerstone Associates in Waltham to donate the projectors, programming equipment and consultation resources necessary for production. We are still searching for a sound studio to produce the narrative. The market value of this exciting project is approximately \$30,000!

Passing the Hat for Prevention

Families Helping Families to Build a Trust Fund for Children

CTF's newest fundraising endeavor is the Founding Families Campaign. This capital drive is based on the concept of "families helping families," and invites all members of the community to help stop abuse before it happens. The Founding Families goal is to raise \$500,000 for the CTF Endowment by 1996, ensuring that prevention activities will continue into the future. Claudia Tuttleman, who recently co-hosted the CTF Casino Night, has agreed to serve as the campaign chair. Founding Families' four categories of giving are:

- ✿ Founding Benefactor, contributing \$2,500 or more
- ✿ Founding Sponsor, contributing \$1,500 to \$2,499
- ✿ Founding Supporter, contributing \$500 to \$1,499
- ✿ Founding Friend, contributing \$50 to \$499

The Founding Families Campaign will officially begin in April — Child Abuse Prevention Month. However, we have already begun to accept contributions to this important effort. If you are interested in becoming a founder of the CTF endowment, or know of a person, family or company who might, please contact Juliette Fay at (617) 727-8957.

**Look for us in the February edition of
Common Ground —
and the April edition of the Parents' Paper.**

A Winning Hand for Massachusetts Families

Over \$46,000 was raised for the Children's Trust Fund Endowment at our second annual Casino Night and Auction.



On October 3, Casino Night guests placed their bets at the gaming tables, bid on silent and live auction items and enjoyed the ambiance of the Museum of Transportation in Brookline. Natalie Jacobson and Chet Curtis once again served as auctioneers at the evening's live auction finale.

Fleet Bank was a major contributor to the event.

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Boston College Law School

Children's Trust Fund Staff

Suzin Bartley, Executive Director

Suzin supervises the staff and works closely with the Board in fundraising, coalition building, relationships with the business community, strategic planning and policy development. She also manages legislative advocacy.

Dee Whyte, Director of Programs

Dee works with the Board to develop high quality prevention programming and evaluation. She monitors contracts with and provides technical assistance to grantees. Dee also staffs the Mass. Healthy Families project and coordinates CTF conferences.

Juliette Fay, Director of Development

Fundraising events, public relations, and the Founding Families Campaign are all within Juliette's purview. She staffs the Board Development Committee, acts as liaison with the private sector and coordinates the newsletter.

Shereen Tyrrell, Project Coordinator

Shereen assists with special projects in all areas of the Children's Trust Fund. She recently coordinated the public service announcements for the WZOU Radiothon and helped to organize the breakfast to educate community leaders about child abuse prevention.

MASS. HS 50.103:993/Summer ✓

Prevention Works!

News of the Massachusetts Children's Trust Fund

Summer, 1993

The Massachusetts Children's Trust Fund (CTF) is a public-private partnership whose sole purpose is to mobilize all segments of the community to prevent child abuse and neglect by strengthening and supporting families.
Created by state law in 1988, CTF is charged with implementing Massachusetts' child abuse prevention plan.

Prevention Works! is a quarterly publication of the Massachusetts Children's Trust Fund.

Editorial Board:
Edward Bailey, Richard Connolly
Kay Orsatti, Marcia Pomerance

Editor: Juliette Fay

April was a very busy month for CTF. It was wonderful to have so many people from across the Commonwealth – including over 500 state and local leaders, social service providers, home visitors, hospital personnel and parents – show their commitment to child abuse prevention by participating in forums and symposia on newborn home visiting. The enthusiasm generated by Gail Breakey's presentations culminated in proposed legislation for a Special Commission on Newborn Home Visiting.

We look forward to showcasing more models that illustrate "prevention works."

Sincerely,

Suzin Bartley
Executive Director

Edward Bailey, M.D.
Board Chair

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State and Local Leaders Learn about Newborn Home Visiting

The 21st floor of One Ashburton Place was filled to capacity with 175 state legislators, aides and community leaders who attended the Leadership Forum on Newborn Home Visiting. CTF Chairperson Ed Bailey opened the forum and Executive Director Suzin Bartley emphasized that, "All families, given the right set of stressors, are vulnerable to being abusive."

Gail Breakey, Executive Director of the Hawaii Family Stress Center, presented powerful and compelling evidence that newborn home visiting is an effective way to prevent child abuse. Hawaii's Healthy Start program provides home visitors to parents at the time of their child's birth. Visits may continue for up to five years.

Three Massachusetts-based home visiting programs were also highlighted. The audience was especially moved by the words of a young father who had received home visiting services. "I love my son. Thanks to the program, I feel comfortable as a parent. I am doing well in my job and am moving up."

Reaction from forum attendees was tremendous. Over 50% of those who responded to CTF's survey indicated they would be willing to support legislation, sponsor a forum on home visiting in their community or join a coalition to ensure home visiting for all Massachusetts families. When asked about concerns, leaders responded with an interest in ensuring the quality and skill of home visitors. One individual responded, "My only concern is: how can I bring this to my community as soon as possible?"



*Gail Breakey and CTF Board Member
Nancy Hoit*

Newborn Home Visiting Legislation Proposed for Massachusetts

The momentum of the April events with Gail Breakey has inspired proposed legislation to establish a Special Commission on Newborn Home Visiting. The Commission's task will be to submit a plan to the clerk of the Senate and House outlining the implementation of a voluntary newborn home visiting program for all Massachusetts families. Offered as part of the House FY'94 budget, the legislation mandates that three Senators, three Representatives and representatives from key organizations produce this plan by the end of December 1993.



*Stanley Schwartz, William Doherty,
School Superintendent Lois Harrison
Jones, City Councilor Thomas
Menino, and Suzin Bartley*

Massachusetts' Families

A Home Run for Home Visiting Symposia

Over 350 human service providers, home visitors, nurses and agency directors attended Gail Breakey's presentations on Hawaii's Healthy Start Program, held in Boston and Amherst.



Gail Breakey speaks at Boston Symposium

Ms. Breakey discussed the development of Hawaii's statewide home visiting program, covering topics such as the stress checklist used in hospitals to screen parents, working with hospital staff, hiring paraprofessionals, staff work load, frequency of home visits and outreach to resistant families. Participants raved about the home visiting model and about the presentation: "Gail was very thorough," and, "Let's go forward; what are the next steps?"

- CTF is assessing the current status of home visiting programs in Massachusetts. Are you a home visitor? If so, has your program completed CTF's Home Visiting Questionnaire? If not, please contact us and we'll mail one out!

Over 100 home visiting programs responded to the Children's Trust Fund's detailed questionnaire on services available in Massachusetts. Ms. Breakey noted, "Having over 100 home visiting programs in your state is quite a start toward a goal of access to home visiting for all new parents." CTF is currently planning a full-day conference for home visitors in January 1994.

Special thanks to Boston Teachers Union and UMASS Amherst for generously providing the facilities that made these events possible.



Symposium participants

Kristen Dacey

Save the Date

Fall Conference on Parenting Education

Mark your calendars for Saturday, October 2, 1993 for CTF's day-long conference on parenting education to be held at Wheelock College. Speakers, workshops and resource materials will provide practical ideas on how to work effectively with parents. The conference is sponsored by CTF, Wheelock College and Professionals for Parents and Families.

Getting the Message Out

Governor Weld Announces April as Child Abuse Prevention Month

On April 5th, CTF hosted a State House reception to celebrate Governor Weld's proclamation of Child Abuse Prevention Month. The Governor remarked:

Children are our greatest resource and our hope for the future. Yet, without self-respect and respect for others, they do not have the chance to grow to their full potential. The physical and emotional pain of abuse and neglect not only keep our children from a healthy productive life, but create feelings of rage and self-hatred that can lead them to drug use, criminal behavior, abuse of their own children and more.

Governor Weld also stated that "The Children's Trust Fund has done wonderful, impressive work to turn around the bleak picture child abuse paints. They have established programs and support across the state for families, and have heightened public awareness about the need to prevent child abuse and neglect."

Children from the Josiah Quincy School joined in the celebration by displaying a banner they had made for the occasion. "*I am a great somebody, it's true!*" is the name of the school's self-esteem and social skills program.



Governor Weld, Ed Bailey and Quincy School students

State House Photographer

Working With the Media

- FOX 25 Boston aired a "Kids & Company: Together for Safety" public service announcement approximately five times a week during the month of April. The PSA depicts a child telling her baby brother about talking to a trusted adult if something bad happens. FOX 25 will continue to air the PSA throughout the year.
- CTF Executive Director Suzin Bartley was the featured guest on Dr. Lonnie Carton's Learning Center radio show, aired on WBZ. Suzin and Dr. Carton discussed CTF's role in child abuse prevention and the need for services that support parents under stress.
- An estimated 2.5 million *Boston Globe* readers saw the Sunday Metro Section article, *Child advocates push for Mass. to adopt Hawaii program*, featuring Hawaii's highly successful newborn home visiting program. The article focussed on the efforts of CTF and MSPCC to develop a similar system for Massachusetts.
- The *Attleboro Sun Chronicle* and the *Springfield Union-News* ran Sunday edition articles featuring child abuse prevention and the Children's Trust Fund. The *Parenting Professionals Newsletter* also spotlighted these topics on its front page.

Passing the Hat for Prevention

be a fool for love

On April 1st, approximately 125 guests attended "be a fool for love," an informational gathering at the Sorota/Tuttleman Gallery in Boston. Hosted by Claudia and David Tuttleman, the event gave CTF supporters and potential donors the opportunity to learn more about our work and the Founding Families Campaign to build the CTF endowment.

Laurie O'Connor and Fred Wang were honored as the First Founding Family in recognition of their consistent and extraordinarily generous commitment of time, energy and resources to the Children's Trust Fund. Ms. O'Connor told the guests that she considered the award to be her "Oscar."



Kristen Dacey

*Fred Wang, Laurie O'Connor and
Claudia & David Tuttleman*

Many Thanks to a Long-Standing Donor

S.R. Weiner and Associates real estate development firm of Chestnut Hill has been donating the proceeds from their recycling efforts to CTF since June 1990. Rhonda Budas, Communications Coordinator, explained, "We were looking to donate our deposit monies to a charity which deals with the issue of child maltreatment. We are pleased to be able to submit this money to your organization and its worthwhile efforts."

Save the Date

Third Annual Casino Night and Auction

On the evening of **Saturday, November 6, 1993**, CTF will hold its now-famous Casino Night fundraiser at Henderson House in Weston. Complete with games of chance, live and silent auctions, and Chet Curtis and Natalie Jacobson as our auctioneers, you're sure to enjoy this elegant evening.

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Shereen Tyrrell, <i>Project Coordinator</i>

40,000 Shoppers Learn About CTF

Throughout April, National Child Abuse Prevention Month, Frugal Fannie's fashion warehouse distributed flyers on the Children's Trust Fund and our statewide abuse prevention efforts. Some 40,000 customers received the informational flyers in their shopping bags.

Frugal Fannie's also continues to sponsor this newsletter, whose readership has grown from 2,000 to 7,000 in just two issues. Our heartfelt thanks to the ever-generous Fannie!